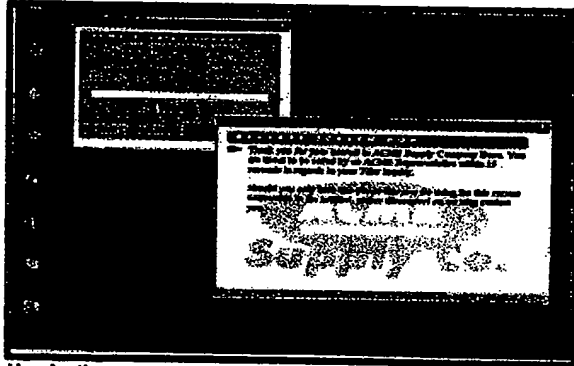


even blended media. It sounds kind of pie-in-the-sky, but they made it work for us on the floor.

For one thing, it's finally showing the web-browsing and e-mailing customer the same sort of respect, if you will, that the onhold voice caller has come to hope for, if not expect. It's doing that by telling the e-mail sender where they are in the queue.



Here's the customer's computer. They are served a Java applet (the window in the upper left) once they make the web callback request. It tells them their queue position. Once their turn comes, a reverse screen pop notifies them that they will soon be called by the agent indicated in the

For another, it's automatically trying, with e-mail address ID and word spotting, to figure out who this e-mailer is, what problem or opportunity he or she presents, where to route him, and how fast. Plus: if it thinks it has the answer she seeks, the return e-mail can contain embedded URLs that might answer the question.

"We're moving from the IVR space to a much bigger piece of the pie," said John Mears, Senior VP of product development. "In the call center, it's not just voice anymore, it's voice, hard copy, web, e-mail and routing those things to the right skill and customer priority."

Hard copy? How can you tell in an automated way who's sent you a letter?

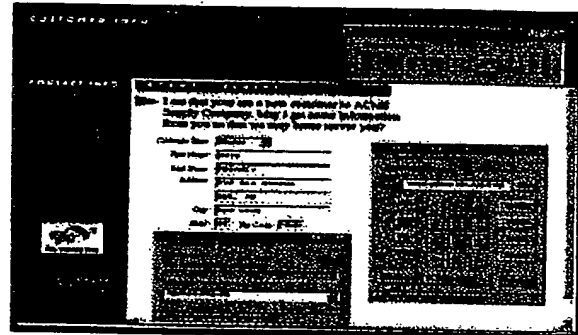
Well, you could scan it, OCR it and do word-spotting. Does the word "lawsuit" appear in a letter? You might want to bump that up to the front of the queue. Fax sounds more plausible, though.

"We have a server linkage to different e-mail and fax servers that we're developing. We're going to work with the ones customers have. When a fax comes in, we run it through OCR, get unstructured text, run it through the same email parser."

uniQue's demo had a lawnmower customer up on an overhead screen and a couple of customer service and tech support agents simulated at eye-level monitors. The agents were assigned by media: one to take voice, chat, and web callback, one to take e-mail, fax and hard copy.

The agents' client software, uniQue Agent, was a Java applet, downloaded from an intranet web server, to any

Java-enabled browser. If the agent only has a network computer, says Microlog, they can "morph their browser" to look like an agent's desktop. No installation necessary at the desktop; it's all centrally managed and administered.



Here's the agent desktop of Microlog's uniQue multimedia call center handling a web callback request. The background window is an HTML-based screen pop of all of the customer info related to the call. Three other windows sit atop this one: upper right is uniQue Agent (a Java applet), the agent's toolbar. The other two are Java components accessible from the agent toolbar, Virtual Phone and Web Callback Push Window. Virtual Phone automatically recognizes the web callback and dials the phone number for the agent, interacting with the call center's CT server. The Web Callback Push Window allows the agent to push web pages (URLs) to the customer.

uniQue Agent resides on an NT server and is built with HTML, CGI and Java. "Now that it's Java, we don't care what OS you're on. You can have a heterogeneous mixture of switches and desktops," said John.

Say the customer got in queue through a website call-me button. In that case, they will do a reverse screen-pop. "We download a Java applet to your browser — we tell you how long your wait is."

They also warn the one-wired to finish their Internet session and ask the double-wired to input a number to be called back on, perhaps a more convenient time to be called back.

Now if the customer has two wires, or has some time to kill online, uniQue will do the visual equivalent of onhold messages, pushing words and pictures to the browser until the agent calls back.

The supervisor, too, is working from a browser-based app, managing all prioritization skills-based routing and seeing call progress and stats. Route calls by skills required or by maybe by media (*What if Vitaly's a demon troubleshooter when it comes to tech support, but has an accent so thick no one can understand him? Put him on e-mail detail or live chat help. Make sure he stores his most common replies because he doesn't type too fast, either.*)

